

# T-system- A Success Story

## Automotive & Manufacturing Industry

### COMPANY OVERVIEW

T-Systems is a German global IT services and consulting company headquartered in Frankfurt. Founded in 2000, it is a subsidiary of Deutsche Telekom

As of 2012, T-Systems was the largest German and one of the largest European IT services companies, serving customers such as WestLB, Old Mutual, Daimler, Volkswagen, Royal Dutch The company operates in more than 20 countries and in 2015 employed 45,990 people, in 2003 were approximately 50,000 people worldwide, among them around 27,000 in Germany and 23,000 outside

In June 2018, T Systems announced it will cut 10,000 jobs in 3 years, including 6,000 in Germany, with the hope of returning the company to profitability.

### COMPANY PROFILE

LOCATION Frankfurt, Germany

EMPLOYEES 50,000

INDUSTRY Automotive & Manufacturing Industry

COMPETITOR

SOLUTION(S) Service Cloud, Chatter, Community, force.com, IOS, Android apps,

GO LIVE DATE: Last Launch – 11/18. 10/01/2015 first go-live of first app; followed by 5-6 more apps



### CHALLENGE

- Large SI subsidiary of Deutsche Telekom looking for a way to offer a cloud based state of the art Customer Engagement Solution for the Auto industry
- How to create a digital engagement suite of the solutions for the entire life cycle of the Car Owner – Dealer – Car eco-system
- Solving the poor engagement quality of the existing auto sales and service flows: in customer experience, leveraging of data, digital communication instead of papers etc

### SOLUTION

- Comprehensive Application Suite for Car dealers industry
- Full Salesforce Platform leverage including Mobile, portal and BO
- High end user experience for the car market including full digital connection with visitors to the showroom along with the management of the showroom
- a management console and a consumer application
- mobile service and Backoffice management
- Vehicle tracking garage with displaying and receiving location treatment stations and graphic service, location tracking (IOT)

### RESULTS

- The CEM Automotive Suite currently deployed within a variety of Car Dealers and OEMs in Europe and beyond
- Suite addressing the entire customer engagement life cycle in the industry: from car prospecting, through sales and car servicing

# More Detailed Info and Quantitative Results

[Color Commentary and Notes About Details of Deal or Implementation]

## NOTES

- Integrating an Enterprise-level database with IOT (Beacon) technology located in the cars (in the showrooms and in the repair workshops)
- Mobile Application Development (iOS, Android, hybrid)
- UI / UX advanced and complex to deliver the best user experience
- Vehicle Tracking Garage with Display and Receiving Location Treatment Stations and Graphical Service, Location Tracking (IOT)

## QUANTITATIVE RESULTS IF AVAILABLE

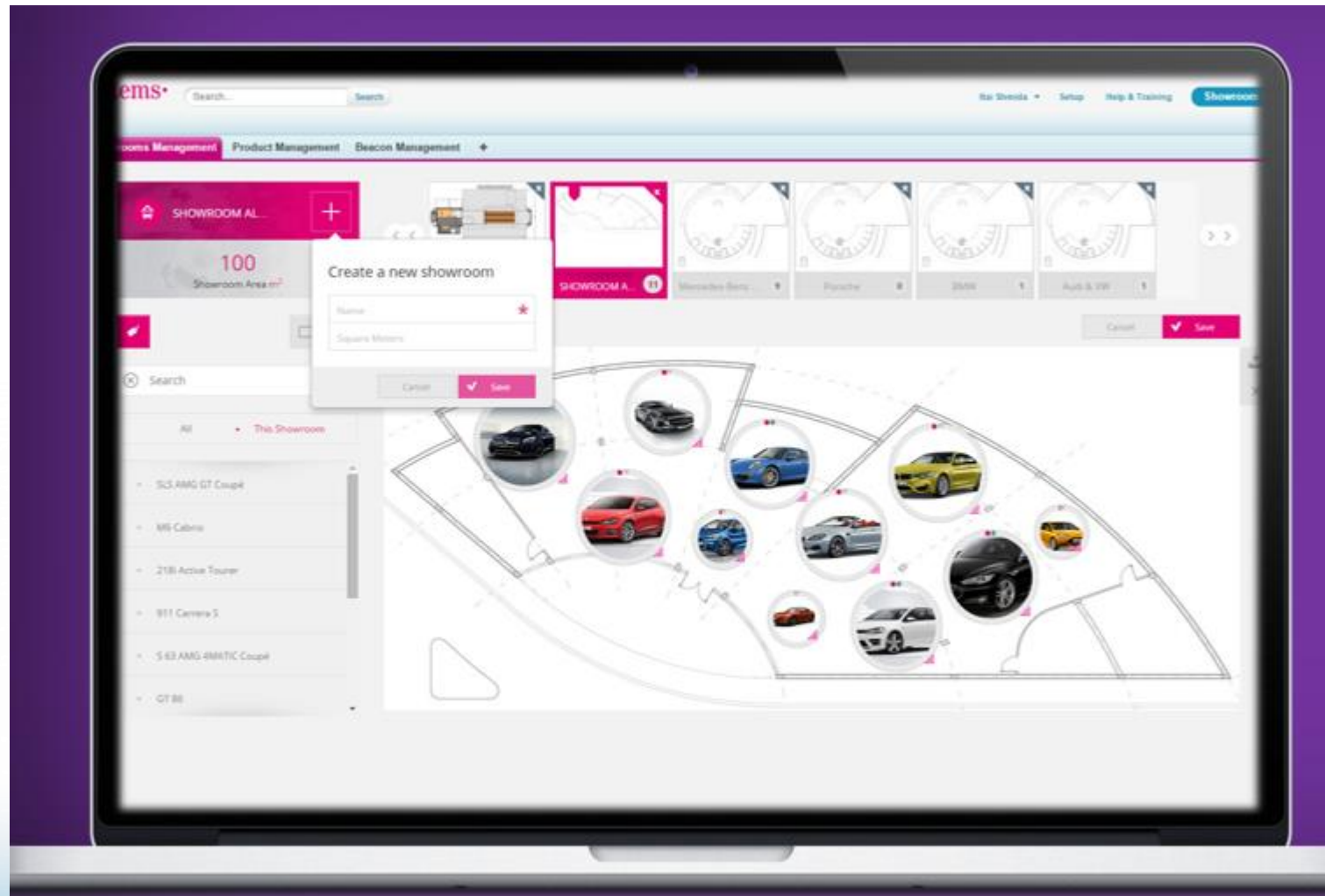
- System currently deployed with several OEMs and Car Dealers in Europe

# Solution Detail

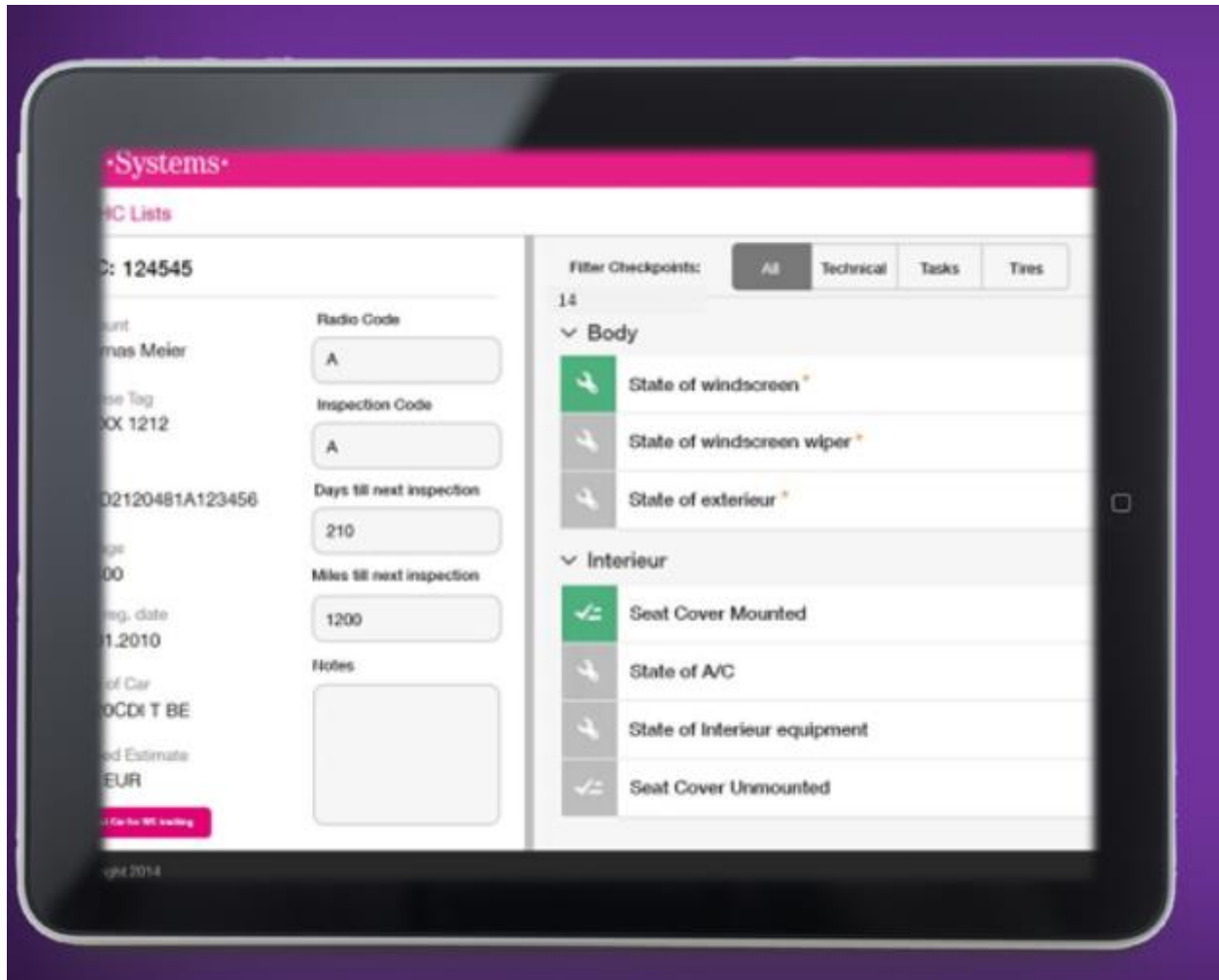
## MORE DETAILS

|  |   |
|--|---|
| Competitors of Salesforce engaged in sales cycle:  | <i>Specialized solutions for the Auto industry</i>  |
| Previous technology replaced by Salesforce:  | <i>None – a complete new concept</i>  |
| Salesforce products deployed:  | <i>App Cloud, Community Cloud, App(iOS, Android), Sales cloud (limited scope), Salesforce 1</i> |
| Customer Business Model (B2B, B2C, or Both)  | Both  |
| Salesforce Product features:   | <i>Salesforce Platform features</i>   |
| If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.) |   |
| Integrations:  | <i>SAP DMS as well as other DMS solutions in certain customer deployments ; IoT (beacons)</i>   |
| AppExchange Apps/Partners  |   |
| Solution 'Go Live' date:   | <i>Last launch – 11/18. 10/1/2015 – first solution; following apps since then till today</i>    |

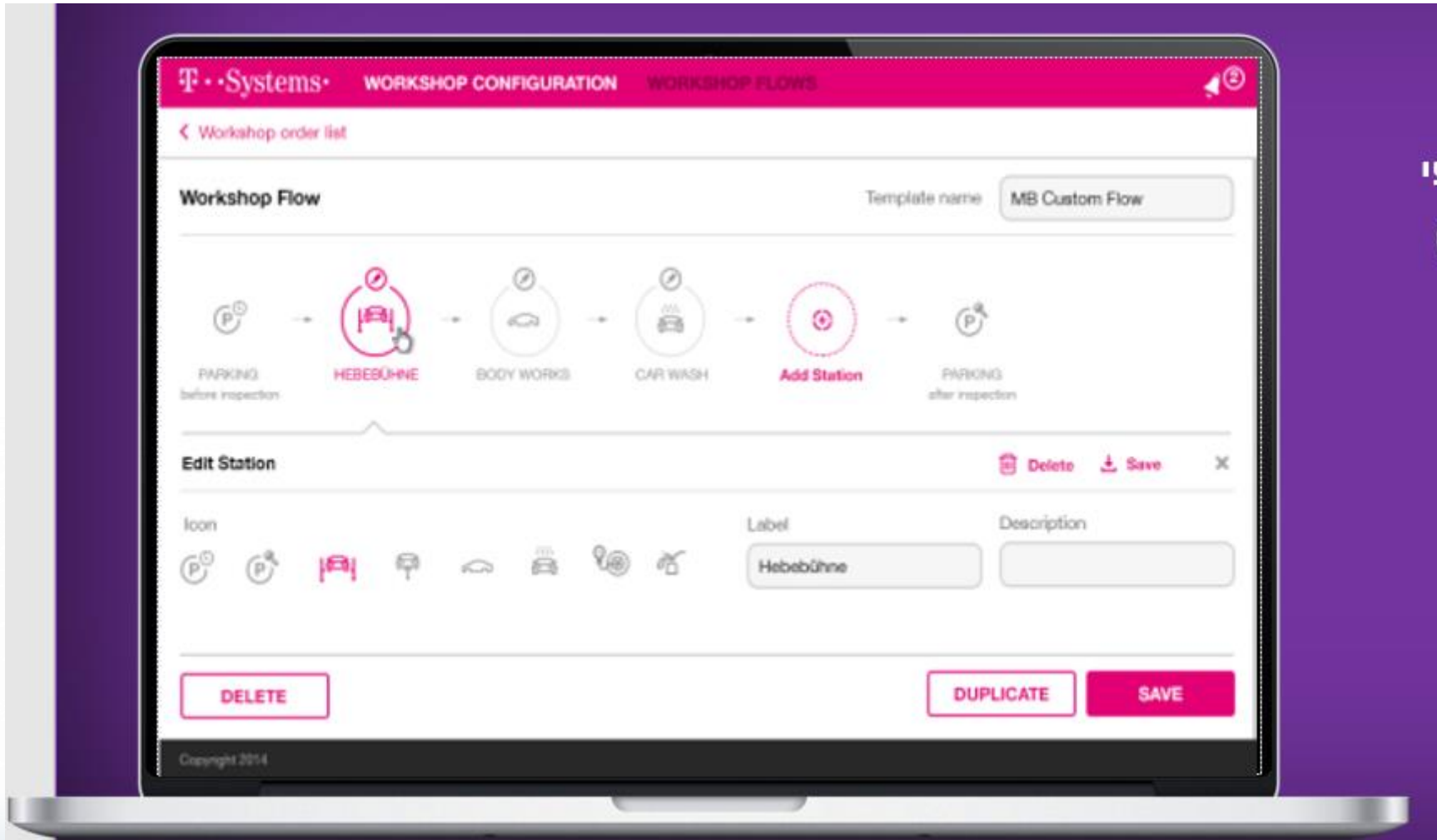
# Screenshots of app (if available)



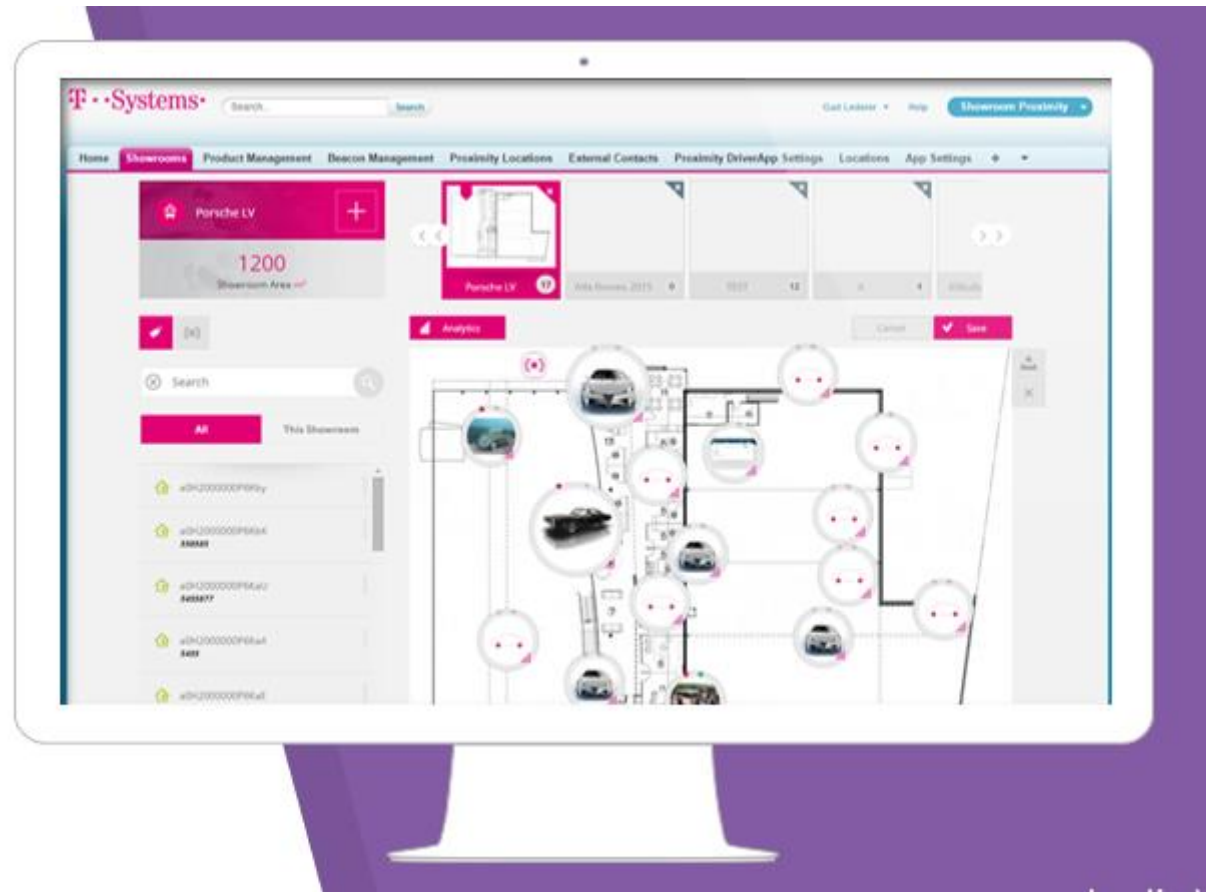
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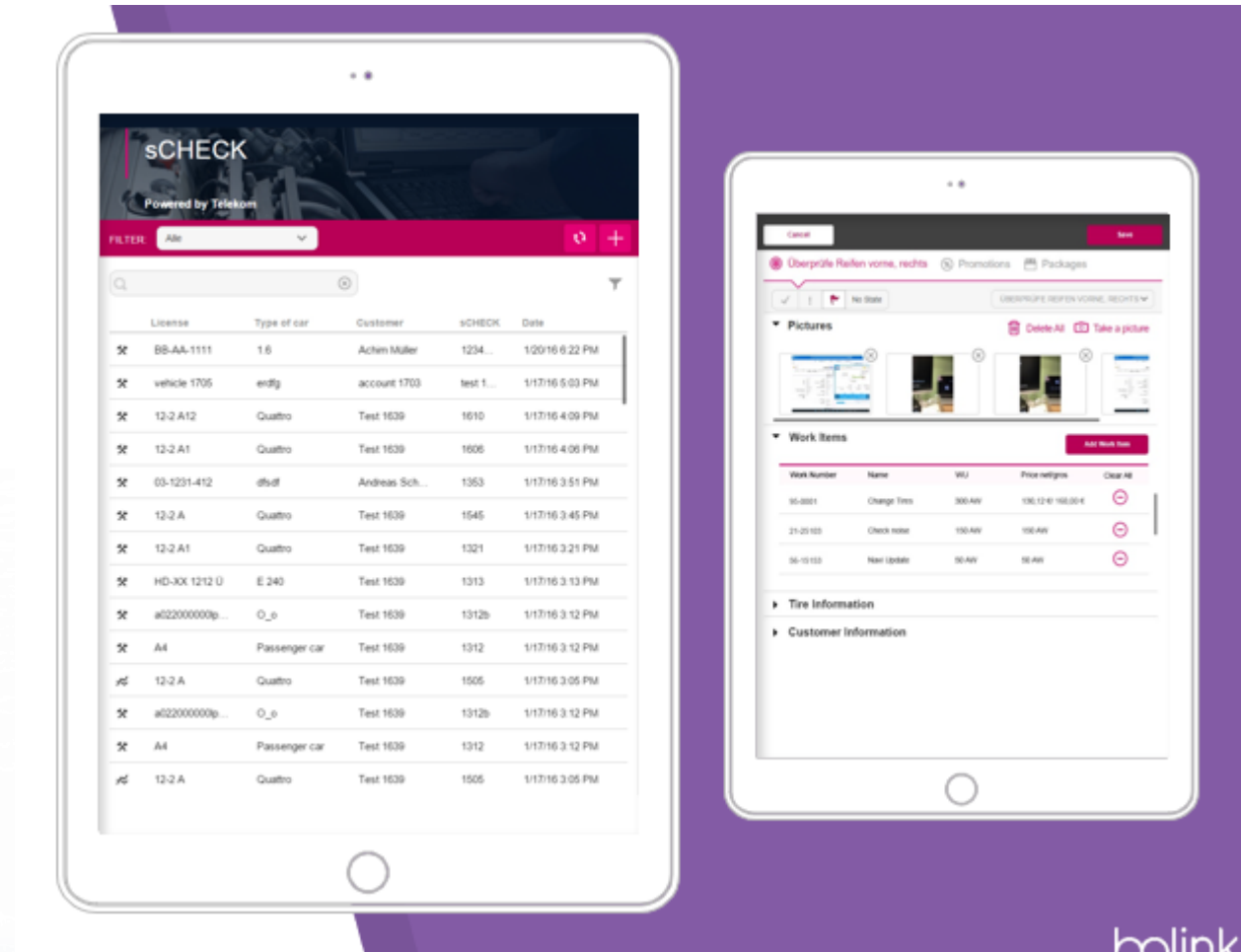
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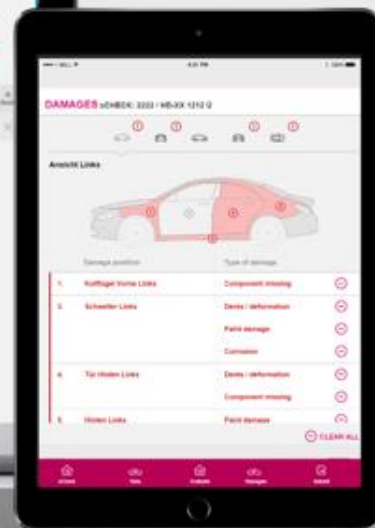
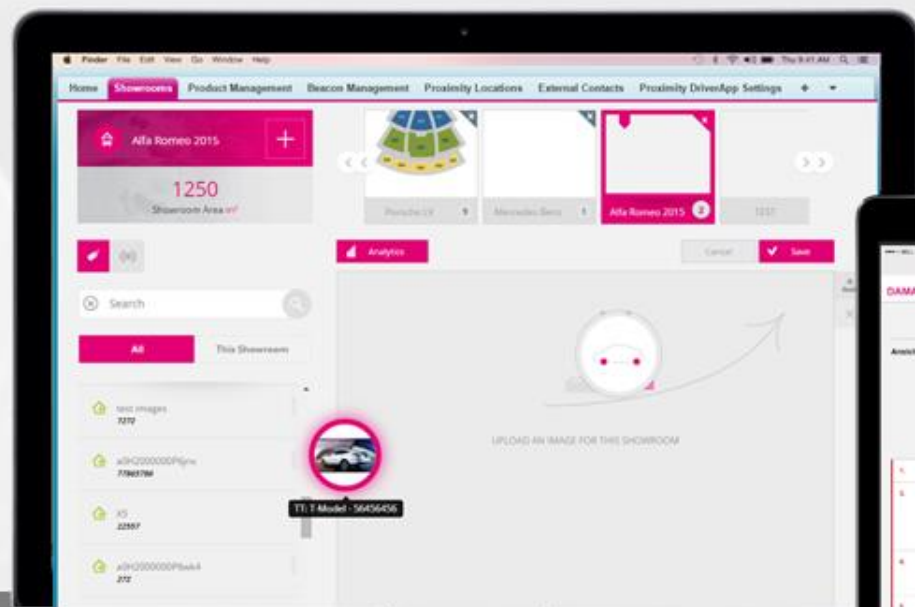
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T-Systems



FRANK GASSNER  
VP SALES, Automotive T-Systems

“

*With the Collaboration of Balink and their expertise around the Salesforce system, T-systems was able to build a comprehensive and highly effective suite of cloud based solutions to manage the entire life cycle of auto dealers client*

”

# Sharing Guidelines

***These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.***

***We will not contact the customer without reaching out to you first.***

## SHARING USE CASE/SCENARIO:

|   |   |
|---|---|
| Can Salesforce AEs share this story and overview slide in sales settings? | Y |
| Can Salesforce AEs mention the customer name in sales settings?           | Y |
| Is this customer willing to act as a reference customer for prospects?    | Y |
| Would the customer be willing to speak at Dreamforce or other events?     | Y |

## PARTNER INFORMATION

|                              |                       |
|------------------------------|-----------------------|
| Name of reference approver:  | Yaniv partock, Balink |
| Title of reference approver: | CEO                   |
| Email of reference approver: | yanivp@balink.net     |

